

**Statement of Legal Action**  
**City of Sedona**  
**Citizens Steering Committee for**  
**Sedona Community Plan Update**  
**Vultee Conference Room, Sedona City Hall, Sedona, AZ**  
**Tuesday, February 15, 2011 - 3:00 p.m.**

**1. Verification of Notice, Call to Order, and Roll Call.**

Chairman Eaton called the meeting to order at 3:05 p.m.

**Committee Members Present:** Chairman James Eaton, Vice Chairman Jon Thompson and Committee Members Mike Bower, Barbara Litrell, Elemer Magaziner, Gerhard Mayer and John Sather. Angela LeFevre and Judith Reddington joined the meeting by conference call.

**Staff Present:** Mike Raber and Kathy Levin

**2. Designation of staff member or committee member to chair meeting.**

It is not necessary to select an alternate chairperson for the next meeting as Jim Eaton will be available.

**3. Discussion/presentation on “Mind Mapping” by Elemer Magaziner. (20 minutes).**

(The city projector was not working well and the images to illustrate mind-mapping were difficult to see.)

**Elemer Magaziner:**

- This tool provides a map of information.
- You can attach links to branches; add photos, clip art, agendas etc.
- It can serve as a “dashboard” to access information of all kinds
- It would help the steering committee or the public access information
- It's conducive to computers and would be most effective in a public presentation
- The “concept” program software is free; there are three levels of software: \$100 version allow you to draw, but there is no animation; the \$200 version provides more presentation choices; and the \$300 version is the organic one.
- Elemer can loan the City a license on the \$300 program
- The formula for mind-mapping is 10% words and 80-90% visuals

**Barbara Litrell**

- Could be the front page on the city website
- People like images vs. documents

**4. Discussion/consensus on “Visioning Exercise” proposed by Mike Bower and “Brainstorming – Free Thinking” proposed by John Sather. (15 minutes).**

**John Sather:**

- The Citizens Steering Committee needs to get ahead in its thinking
- Having a “free thinking” time at the end of the steering committee meeting might be more effective than at the beginning to help us casually talk about issues, get things out on the table.
- Some cities fear “big ideas”
- As a citizen, he is embarrassed about 89A and what Sedona has done to itself

- In the first Community Plan, it was a “protection plan” and USFS land exchanges were addressed. In the next update to the Plan, it was unique to include Arts and Culture. In the current update, let’s hope that we are not afraid of the economy, the debt crisis in the state, and focus on the jewels we can protect.
- This is “The Time”.
- A partial list of the opportunities includes: the Cultural Park, the Biddles property, the “Big Node” - Bashas and Harkins; the land to the north of the Post Office; the Cliffs, the Falls; Heart of Sedona area; Ranger Road, 89A, and older neighborhoods.
- Sather’s vision statement reads: “To be a life sustaining, life enriching, creative community that enhances the lives of all people, of all ages and stages, in ecologically sound relationships with nature’s systems while there is still time for this to be possible”

**Gerhard Mayer:**

- Recommended UNC resource “Small Cities – Big Ideas”. Staff will send the link to the members of the committee.

**Jim Eaton:**

- At the next meeting, the committee will be asked to list top two challenges and top two opportunities.

**Mike Bower:**

- His 1989 Sedona Vision statement represented what Mike had heard from the public over a decade.
- He asks: Do we start fresh, from scratch and query “What are your issues”? or do we stand on the shoulders of previous specific plans, Sedona Forums etc.
- An Arizona Highways 1971 edition lays out Arizona’s vision as a place for alternative energy. But was it ever achieved?
- Sedonans need to talk about our horizon; a visionary plan will draw on development concepts.
- The committee should see itself as a beta-test group and do its own visioning

**Barbara Litrell:**

- It would be great for the Citizens Steering Committee to be a beta-test site for visioning
- Sedona has attracted new minds. Perhaps as many as 30% are newcomers since the last update of the Community Plan.

**Elemer Magaziner:**

- The relationships between citizens, government, and young families etc are as critical as how we use the land. How can we use this opportunity to build the necessary relationships?
- In east Missoula, Montana, he experienced a small town that was all about relationships

**John Sather:**

- Land uses affect relationships—it probably all comes back to “balance”.
- We have “breathing room” now. It is a good time to define what is meaningful. Tourism and neighborhoods are not in balance.

**Angela LeFevre:**

- We share beauty of place; we must preserve and save it for the future. Others have a different vision for Sedona. We allow compromise. With the NSA, some just saw \$ signs.

**Mike Bower:**

- Regarding the built environment and relationships, we lack public plazas, parks for chance encounters.
- Where you have conflicts, the hinge point, is where you can find the magic.
- How about “citizen planning teams”? They would consist of university folks, planner, others and they would be challenged to present their ideas after 2 months.

- A lot of plans fail and go on the shelf. There may be more interesting engagement techniques for us to consider.

**Gerhard Mayer:**

- Go into neighborhood parks; set up chairs, people can walk there to participate.

**Judy Reddington:**

- Agree that the committee needs to do the visioning.
- Likes Jim Eaton's idea to identify two challenges and two opportunities.
- Wants to know about our land use.

**Mike Bower:**

- How about a "Progressive Picnic"? Take trolleys into the neighborhoods; hors d'oeuvres, cool-aid, free food, vast quantities of citizens. Soft focus. Chance encounters on bus.

**Barbara Litrell:**

- Likes the "Meeting in a Box" used in Aspen, CO.

**Angela LeFevre:**

- Likes the idea of going into the neighborhoods that have their own identities.
- She is now seeing the community with different eyes as a steering committee member
- Recommends going out on field trips to take a look at our community; perhaps an architect-led effort.

**John Sather:**

- Wants to see a public participation list of techniques
- We need to "light a fire".
- When is our first meeting?

**5. Discussion/consensus on Public Participation and Engagement Procedures.  
(30 minutes)**

**Mike Raber:**

- The Public Participation Procedures have include the role of the Citizens Steering Committee; they are generalized and include state mandates; open and flexible.

**J.T. Thompson:**

- On page 2, regarding "Meeting with community organizations", revise to place emphasis on staff providing information to community organizations and not eliciting organizational input and feedback.
- Asked why do we go to community organizations? Why don't they come to our meetings?

**Mike Raber:**

- Staff sees going to community organizations as pro-active outreach.

**Angela Lefevre:**

- We must speak to boards and groups. Hundreds of people receive e-mail from their respective community organizations.

**Elemer Magaziner:**

- The Procedures seem to contain more on process with a sprinkling of public participation techniques.

**Gerhard Mayer:**

- Go to the membership of the organizations, not the boards.

**Mike Raber:**

- Will revise title to “Public Participation and Engagement Procedures”; add language to better explain “meetings with community organizations”; and add other electronic media and a Community Plan Room.

There was consensus on the Public Participation procedures with the revisions noted above by Mike Raber.

**6. Discussion/consensus on coordination with City commissions, outside agencies and citizens. (45 minutes)**

**Mike Raber:**

- We need to have closure on the broad areas for coordination with the different city commissions.
- Do we want the commissions to do their own outreach? Or, as part of our outreach?

**Barbara Litrell:**

- We should have a joint meeting with the commissions. Allow 15 minutes for an overview/focus for each. Find out what they would like to learn in the Community Plan outreach process.

**Mike Bower:**

- We should be standing on the shoulders of these commissions. An early update would be helpful.

**Mike Raber:**

- Later in the process, commissions will help to develop the elements and be partners in providing on-going feedback.
- We can have commissions send a representative to the steering committee meetings.

**John Sather:**

- Wants a rapid-fire presentation of commission work programs. Where are you? What is your status?
- The “Data Dumping” phase will get the committee prepared for the public process.
- Is the first community meeting in late May?

**Elemer Magaziner:**

- We need to be building good relationships
- Bring all commissions to a joint meeting.

**7. Discussion regarding future meeting dates, agenda items, and update on budget. (5 minutes)**

**Tuesday, March 1, 2011 – 3:00 p.m.**  
**Tuesday, March 15, 2011 – 3:00 p.m.**

**Mike Raber:**

- Over the next several months, staff will bring the committee up to speed on existing plans, background information, data, etc.
- Staff needs to know what the members want to know.

The meeting ended at 5:10 p.m.

I certify that the above is a true and correct summary of the meeting of the Citizens Steering Committee held on February 15, 2011.

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Kathy Levin, Associate Planner

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Date